



# OKLAHOMA VETERANS UNITED

Building a Stronger Veteran Community Together.

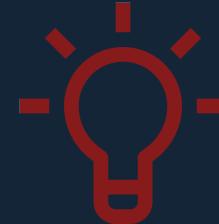
**OKVU STRATEGIC PLAN 2024-2027**





## OUR MISSION

Connect Veterans in Oklahoma with housing services, suicide prevention resources, and employment opportunities.



## OUR VISION

Every Veteran in Oklahoma has access to the services and support they need to succeed and thrive.

## CORE VALUES



### COMMITMENT TO VETERANS

We are deeply committed to the well-being and success of Veterans in Oklahoma. We honor their service and sacrifice by providing compassionate care, personalized support, and advocacy for their needs.



### INTEGRITY

We uphold the highest standards of integrity and ethics in all of our interactions. We are transparent, accountable, and responsible stewards of the resources entrusted to us, ensuring they are utilized effectively to benefit Veterans and their families.



### EMPOWERMENT

We strive to empower Veterans by providing them with the tools, resources, and opportunities they need as they make their transition into civilian life. We recognize the unique strengths and experiences of each individual and work to foster their self-sufficiency and independence.



### COMPASSION

We approach our work with empathy and compassion, recognizing the unique challenges Veterans face. We listen, support, and treat every individual with respect, dignity, and understanding.



### COMMUNITY ENGAGEMENT

We actively engage with the local communities we serve, fostering a sense of belonging and connection. We collaborate with community members to raise awareness, advocate for Veterans' rights, and create a supportive environment for all Veterans in Oklahoma.



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## STRATEGIC PRIORITIES AND SUPPORTING OBJECTIVES



**Building a Stronger Veteran Community Together.**



# VETERANS & FAMILIES/COMMUNITY PARTNERS

Objectives	Measures	Targets
<b>1</b> Increase awareness and collaboration with community partners.	Increased focus with tribal nations and continuum of care (COC) partners.	OKVU leadership targeted outreach to COC partners in Tulsa, OKC, Norman, and Lawton markets.
<b>2</b> Enhance engagement with housing providers (SSVF).	Increase the number of available housing units in our catchment areas.	10% increase in units available across our markets (approx. 40 units).
<b>3</b> Expand awareness of Staff Sergeant Parker Gordon Fox Suicide Prevention Grant Program (SSG FOX SPGP) services.	Increase the number of community partners and Veteran facing organizations involved with suicide prevention and post acute crisis treatment.	Focused outreach to first responders, VA, private healthcare providers, VSO's and community leaders in SSG FOX SPGP grant locations.
<b>4</b> Build and develop relationships with Oklahoma employers.	Grow and support the Veteran Employer Network (VEN) expansion. Maintain a robust VEN committee.	20% growth in VEN employer membership annually. At least 8-10 VEN employer representatives actively involved with the VEN committee.



"The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement."

# FINANCIAL STEWARDSHIP

Objectives	Measures	Targets
<b>1</b> <b>Foster Board Engagement.</b>	Board participation including committee engagement.	100% Board participation including committees.  Board members help identify potential new donors.  Board members participate in two OKVU events.
<b>2</b> <b>Increase and maximize funding.</b>	Increase grant operating funds.  Diversify donors and grants that complement current major programs and gaps in operational funding.  Maintain low administrative costs by implementing best practices.	Increase grant funding by 10% over the previous year's grant funding.  Build broader base of donors and grants to provide more diversified funding.  Identify and submit three new funding streams per quarter.  Continue to maintain administrative costs at or below 5%.
		

# FINANCIAL STEWARDSHIP

## Objectives

3 Steward donor relationships.

## Measures

Increase donations and gifts for support of services.

Increase VEN donors annually.

## Targets

Increase total gifts and donations year over year.

Increase VEN donors by 10%.



# INTERNAL PROCESSES

Objectives	Measures	Targets
<p>1 <b>Tell our story to improve strategic communications.</b></p>	<p>Improve communications between Board members, external partners, and Veterans in Oklahoma.</p> <p>Routine Board updates by key programs and staff members.</p> <p>Build brand identity and reputation.</p>	<p>Provide Annual Impact Report to all stakeholders.</p> <p>Publish Balanced Score Card (BSC) updates quarterly.</p> <p>Provide targeted internal and external communications in support of key initiatives and organizational events.</p>
<p>2 <b>Maintain continuous accreditation and audit readiness.</b></p>	<p>Full CARF Accreditation for SSVF.</p> <p>Single Audit Readiness.</p>	<p>Achieve three-year accreditation by 4th quarter 2024.</p> <p>Record system improvements to increase continuity of operations and ease of document access.</p>



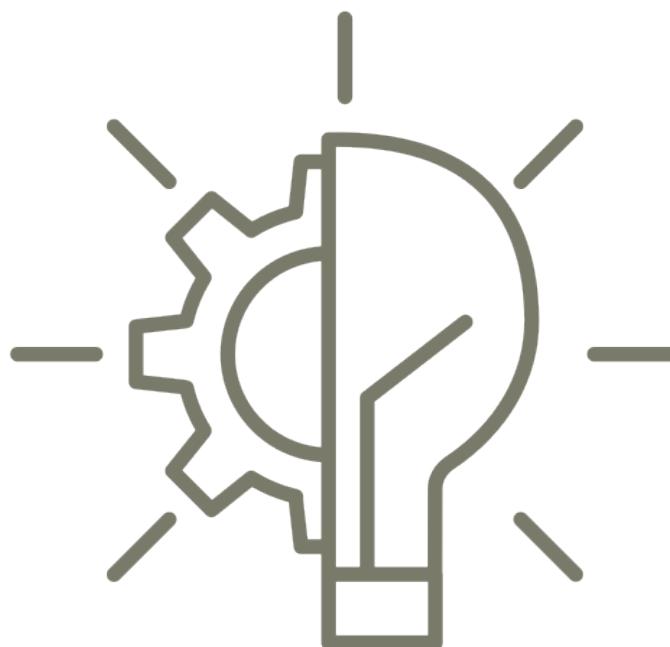
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# INTERNAL PROCESSES

Objectives	Measures	Targets
<p><b>3</b> Enhance grant execution and management.</p> 	<p>Implement new software system to improve documentation and reduce case worker burden.</p> <p>Optimize organizational structure to improve efficiency and quality.</p> 	<p>Reduce average time for case file creation.</p> <p>Improve discharge reporting accuracy and timeliness.</p> <p>Meet or exceed grant participant requirements in support of reducing Veteran homelessness.</p> <p>Increase outreach and case management capacity to combat Veteran suicide across Oklahoma.</p>

# LEARNING & GROWTH

Objectives	Measures	Targets
<p>1 <b>Promote an employee culture of belonging.</b></p>	<p>Complete State of the Workplace Survey annually. Implement plans to improve scores.</p> <p>Build stronger communications across the organization.</p>	<p>Advocate with staff to reach 90% or above participation rate for survey completion, and implement action plans to reduce number of metrics below target.</p> <p>Increase Board, executive leadership, and program leadership communications.</p>
<p>2 <b>Elevate greater visibility and commitment to the strategic plan.</b></p>	<p>Strategic plan reviewed and updated annually.</p> <p>Onboarding and annual training for staff and Board members.</p>	<p>Publish new OKVU strategic plan by 2nd quarter FY 2024 and update annually.</p> <p>CEO in collaboration with the Board leads strategic planning updates annually.</p> <p>New on-boarding and annual training updated to include OKVU strategic plan objectives, measures, and targets.</p>



# LEARNING & GROWTH

## Objectives

3 Educate and develop staff to improve outcomes and customer service.

## Measures

Improved customer service scores.  
Leadership development, position specific training, and succession planning.

## Targets

Increase SSVF and SSG FOX SPGP customer service scores year over year.

Quantitative and qualitative data shared with staff to improve organizational and individual performance.

Establish individual professional development and position specific training goals across the organization.

